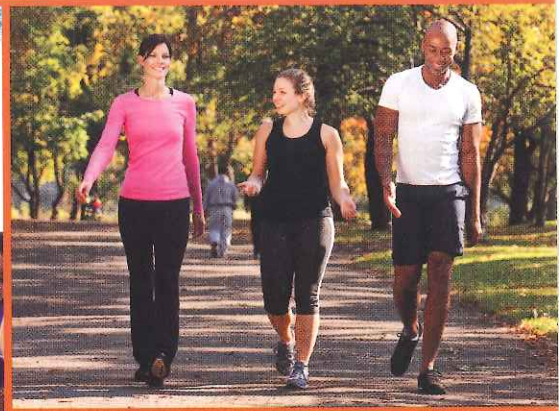


BRING  
healthy eating  
and active living  
TO YOUR COMMUNITY



LiveWell Colorado  
**HEAL**  
CITIES & TOWNS  
CAMPAIGN



## PUT YOUR CITY OR TOWN ON THE MAP

**W**hat makes a city or town healthy? It's about more than nice views, clean surroundings and a busy economy. Healthy cities offer environments that give residents plenty of opportunities to be physically active and eat healthy foods. Bike lanes, recreation centers, farmers' markets — these are the kind of 21st century resources that make towns vital and attractive to both home buyers and businesses. People want to work and live in a place that makes it easy to live well.

### HEADED IN THE RIGHT DIRECTION

The HEAL (Healthy Eating and Active Living) Cities & Towns Campaign of Colorado is a partnership between LiveWell Colorado and the Colorado Municipal League (CML). The campaign provides training and technical assistance to help city officials like you adopt policies that improve access to physical activity and healthy food. At LiveWell Colorado, we know that supporting healthy choices is essential to addressing the obesity epidemic among Colorado's children and adults. We're confident we can make great headway by partnering with municipal officials to make this happen.

### THE INTERSECTION OF QUALITY & LIFE

As a civic leader, you can and do make meaningful differences in people's lives. One way to effect change is by developing and implementing policies that help residents take steps toward healthier, more active living. Our HEAL Cities & Towns Campaign makes it all so easy. First, joining is free. And second, our knowledgeable, helpful staff provides assistance in crafting these policies, sharing the workload. Choose your goals, and together we can help lift the quality of your residents' lives.

### GET MOVING ON A SMART INVESTMENT

Healthier communities lead to healthier people — the same people who work for your local businesses or as municipal employees. So, it makes bottom-line sense to become a HEAL City or Town. It helps prevent and reduce obesity and related conditions, cut down on lost productivity and curb health care costs. Better yet, your healthy city makes the top of the list when business leaders and residents are deciding where to relocate. Joining the Campaign is a smart, long-term investment.

### JUST THE MOMENTUM YOU NEED

Joining the Campaign is free and easy. Our staff assists in drafting a resolution, which outlines the focus of your policy area(s). Once the resolution is formally adopted, your town becomes a member of the Campaign. You then have access to our free support and training, helping turn your policy goals into reality.



## THE FACTS

- Fifty-eight percent of adults and nearly a quarter of children in Colorado are overweight or obese.<sup>i</sup>
- The current adult obesity rate of 20.9 percent, which makes us the "leanest" state today, would have made us the "fattest" state in 1995.<sup>ii</sup>
- Colorado spent \$1.637 billion treating diseases and conditions related to obesity in 2009.<sup>iii</sup>
- If Colorado's adult obesity rate returned to 1996 levels, Colorado employers and employees could save an estimated \$228.9 million annually in health care costs.<sup>iv</sup>

<sup>i</sup> Behavioral Risk Factor Surveillance System, Centers for Disease Control and Prevention, 2010.

<sup>ii</sup> The 2012 Colorado Health Report Card, The Colorado Health Foundation, 2013; Obesity Trends, Centers for Disease Control and Prevention, 2012.

<sup>iii</sup> Trogon, J.C., Finkelstein, E.A., Feagan, C.W., Cohen, J.W. (2012). State- and Payer Specific Estimates of Annual Medical Expenditures Attributable to Obesity. Obesity, 10, 214-220.

<sup>iv</sup> Keeping Colorado Competitive: Roadmap to a Healthier, More Productive Workforce (Supplement to the 2012 Colorado Health Report Card), The Colorado Health Foundation, 2013.

**JOIN THE HEAL CITIES  
& TOWNS CAMPAIGN**

**LIVEWELLCOLORADO.ORG/HEALCAMPAIGN**





# ONWARD TO BETTER LIVING

## CAMPAIGN POLICY AREAS

ACTIVE COMMUNITY	HEALTHY FOOD ACCESS	WORKPLACE WELLNESS
Policies concerning land use, planning, zoning, infrastructure development, etc.	Policies regarding farmers' markets, urban agriculture, ways to attract healthy food vendors and more	Policies that increase opportunities for physical activity and healthy eating for municipal employees

## CAMPAIGN LEVELS

Our goal is to help you build a super healthy city. But we also recognize that each town moves at its own pace. That's why we've developed four graduated categories of HEAL Cities & Towns. As you work with us to achieve each new level, we offer additional recognition through the use of the HEAL logo for your website, press releases and more. We provide the resources, expertise and inspiration, and you sustain the momentum to reach the highest level of healthy eating and active living for your city.

<b>EAGER</b>	Eager Cities & Towns join the Campaign by adopting a HEAL Cities & Towns Campaign Resolution expressing the intent to work with us on at least one HEAL policy area.
<b>ACTIVE</b>	Active Cities & Towns are municipalities that already have at least one HEAL policy on their books before joining the Campaign. They join our Campaign by submitting this policy together with a resolution expressing the intent to work with us on additional HEAL policies. Eager Cities & Towns become Active by adopting a second HEAL policy.
<b>FIT</b>	Fit Cities & Towns are those that have adopted a policy in each of our three outlined policy areas upon joining the Campaign.
<b>ELITE</b>	Elite Cities & Towns have adopted the three policies described in our Fit category plus two additional policies, bringing the total to five policies.

## TAKE THE HIGH ROAD TO HEALTH

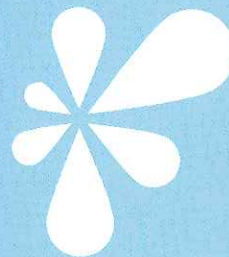
The HEAL Cities & Towns Campaign is free. With technical assistance from our experts, it's time efficient. You also gain the satisfaction of helping your fellow residents improve their health. Plus, by boosting the overall appeal of your city or town in the eyes of prospective new businesses and residents, it's a smart economic development move. Why not get started today? Join your colleagues all across Colorado in the HEAL Cities & Towns Campaign.

Contact Julie George, HEAL Cities & Towns Campaign Director,  
at [juliegeorge@livewellcolorado.org](mailto:juliegeorge@livewellcolorado.org) or 720.353.4120 x217  
Visit [LiveWellColorado.org/HEALCampaign](http://LiveWellColorado.org/HEALCampaign) for more details.



## SELECT CAMPAIGN BENEFITS

- Technical assistance on policy work
- Branding components including use of Campaign logo
- Media relations assistance
- Recognition at CML Regional Meetings and various CML events
- Plaque to display in your municipal building



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## BEHIND THE MOVEMENT



### A HEALTHY PARTNERSHIP

A partnership between LiveWell Colorado and the Colorado Municipal League, the HEAL Cities & Towns Campaign is funded through a grant from the Colorado Department of Public Health and Environment's Cancer, Cardiovascular Disease and Pulmonary Disease Grant Program and supported by Kaiser Permanente.

### ABOUT COLORADO MUNICIPAL LEAGUE (CML)



The Colorado Municipal League (CML) is a nonprofit, nonpartisan organization that has served and represented Colorado's cities and towns since 1923. Currently, 265 of Colorado's 271 municipalities are members of CML and benefit from advocacy, information and training services. CML's mission is twofold: to represent cities and towns collectively in matters before the state and federal government, and to provide a wide range of information services to assist municipal officials in managing their governments.

### ABOUT LIVEWELL COLORADO

LiveWell Colorado is a nonprofit organization committed to preventing and reducing obesity in Colorado by promoting healthy eating and active living. Working in partnership with obesity prevention efforts across the state, LiveWell Colorado aims to provide every Coloradan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play. LiveWell Colorado was established in 2009 through generous funding by its strategic partners and funders, the Colorado Health Foundation and Kaiser Permanente, and in partnership with the Colorado Department of Public Health and Environment.



### CONTACT US TODAY TO BECOME A HEAL CITY OR TOWN.

Julie George, HEAL Cities & Towns Campaign Director

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[LiveWellColorado.org/HEALCampaign](http://LiveWellColorado.org/HEALCampaign)



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LIVEWELL COLORADO IS A NONPROFIT ORGANIZATION COMMITTED TO REDUCING OBESITY IN COLORADO BY PROMOTING HEALTHY EATING AND ACTIVE LIVING.

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### ADVISORY COMMITTEE

The eight-member Advisory Committee provides valuable leadership, feedback and guidance to the Campaign. The Committee lends the Campaign the municipal insider's view and champions the role of municipalities in promoting HEAL.

#### CHARLES BAYLEY\*

Mayor Pro Tem, Bennett, CO

#### MIKE BRAATEN

Deputy City Manager, Littleton, CO

#### RENÉ BULLOCK

Mayor Pro Tem, Commerce City, CO

#### SHANE HALE

City Manager, Cortez, CO

#### NIKKI KNOEBEL

Mayor, Oak Creek, CO

#### JAN MARTIN\*

Mayor Pro Tem, Colorado Springs, CO

#### VICKY QUINLIN

Council Member, Brush, CO

#### HEIDI WILLIAMS

Mayor, Thornton, CO

\*Colorado Municipal League executive board member



## **HEAL Cities & Towns Campaign Participation as of October 1, 2013**

### **Cities and Towns that have joined (12 total):**

- Aurora<sup>b</sup>
- Bennett<sup>a</sup>
- Brush<sup>a</sup>
- Buena Vista<sup>b</sup>
- Commerce City<sup>a,b</sup>
- Cortez<sup>a,b</sup>
- Frederick
- Lamar<sup>b</sup>
- Leadville<sup>b</sup>
- Littleton<sup>a</sup>
- Oak Creek<sup>a,b</sup>
- Salida<sup>b</sup>
- Thornton<sup>a,b</sup>

### **Cities with resolution on upcoming city council agenda**

- Milliken

### **Cities and Towns in the pipeline (10 and growing)**

- Arvada
- Colorado Springs<sup>a</sup>
- Denver<sup>b</sup>
- Durango<sup>b</sup>
- Castle Rock
- Centennial
- Frisco
- Ignacio<sup>b</sup>
- Manitou Springs
- Pueblo
- Yuma
- Westminster<sup>b</sup>

a – designates city/town represented on Advisory Committee  
b – designates city/town located within a LiveWell Community





# ACTIVE COMMUNITY

## Get Moving, Be Healthy

**C**ities and towns hold the key for citizens to become more active and lead healthier lives. Adopting policies with an eye on access to active living in your municipality's physical environments, civic leaders can enhance the lives of everyone who calls your city or town home.

### THE OUTSIDE AFFECTS THE INSIDE

Safe sidewalks and crossings, parks, bike paths, recreation centers – these are all elements in outside environments that play a role in people's health. And while personal responsibility plays a key role in health, communities also share this responsibility by providing safe physical environments that encourage residents to be active.

As we all know, a healthier population is better for everyone. And a walkable and bikeable community helps improve the health of residents and employees, thereby also leading to a potential reduction in health care costs, safer community environments, improved quality of life and economic development by attracting companies looking to relocate.

When your municipality joins the HEAL Cities & Towns Campaign, you will receive valuable assistance in developing policies to create or improve physical environments. Take a look below at several ways we can help.

### 1. HEALTHY PLANNING

Many cities in Colorado are using their planning processes to address the obesity epidemic, including the following:

- Integrating health throughout the city's comprehensive plan or developing a health-focused chapter that sets the stage for policies to improve residents' access to active living, including open space, parks and recreation.
- Developing a focus on smart growth, an approach for developing communities where homes, jobs, schools and places to play are near each other and linked by walking, biking and transit.
- Increasing park and open space acreage through the comprehensive plan by prioritizing city purchases of public or conservation easements, and allocating existing open spaces such as vacant or underutilized lands for parks, trails and playgrounds.

### 2. HEALTHY ZONING AND DESIGN GUIDELINES

You can also encourage more active living in your town through zoning. Zoning for compact, mixed-use and transit-oriented developments allows and encourages residents to walk or bike to meet their daily needs. Street design is another popular approach. Cities can establish design guidelines and standards for pedestrian corridors and roadways that support walking and biking. Guidelines might include:

- Using universal design and "complete streets" principles
- Enhancing the connectivity between streets and trails



### CITY OF AURORA

Officials in Aurora adopted the Sustainable Infill and Redevelopment (SIR) Zone District – a great example of how a city can use zoning as a means of generating economic development while also improving access to active living for its residents. The SIR Zone District allows for mixed-use development and provides more choices and opportunities in places where Aurora residents can live and start businesses. SIR also identifies goals such as the creation of quality buildings and public spaces that attract people, and the completion of bike/pedestrian connections.

A walkable and bikeable community helps improve the health of residents and employees.



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- Calming traffic to slow down vehicles
- Using streetscaping such as vegetation, trees and art installations to make walking and biking more pleasurable

### 3. HEALTHY INFRASTRUCTURE INVESTMENT

Support infrastructure that encourages walking, biking and access to recreation, and you will be rewarded with healthier, happier residents. Use your town's Capital Improvements Program (CIP) to prioritize and allocate sufficient funding for infrastructure that supports walking and biking, including the following:

- Build-out and ensure connection of sidewalks
- Provide safe crossings considering adequate signage, lighting and access
- Designate bike lanes and paths

### 4. HEALTHY PARTNERSHIPS

Utilize joint-use agreements to increase recreational opportunities.

- Partner with school districts to share the costs, building and maintenance of recreation facilities



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### HEAL CITIES & TOWNS CAMPAIGN

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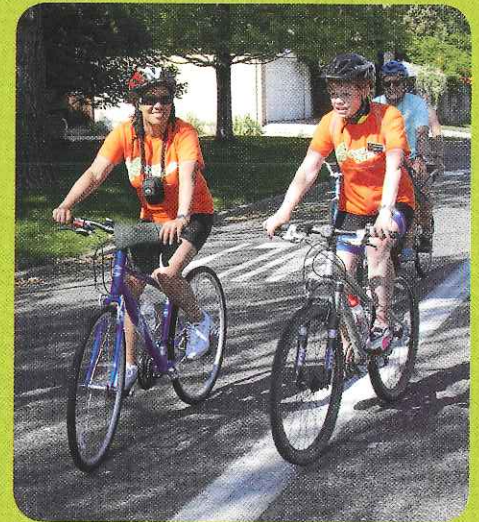


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### TOWN OF OAK CREEK

The Town of Oak Creek created a Recreation Master Plan, a strong example of how a rural town can embrace active living via policy. The plan sets forth a roadmap to make the highest and best use of public lands in order to improve access to recreation and encourage healthy living. With this plan in place, town officials quickly recognized the need to connect the community through trails. Consequently, a Trail Plan was developed to establish connections for pedestrians and cyclists, and improve the safety and conditions for foot and bike travel.

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[www.livewellcolorado.org/  
healcampaign](http://www.livewellcolorado.org/healcampaign)

This fact sheet is one in a series providing background information and policy ideas for healthy cities and towns.



# ACCESS TO HEALTHY FOOD

## A Key Ingredient to a Healthy City

Cities and towns hold a powerful health incentive that makes a real difference in the lives of residents. With a little planning, and help from the HEAL Cities & Towns Campaign, the difference can be found right outside a resident's place of business or home. When people live near stores or markets that sell vegetables and fruits, they're more likely to eat this fresh, nutritious food.

### PROXIMITY AND BALANCED CHOICES MATTER

Data shows that the likelihood of having diabetes and obesity is higher for people who live in neighborhoods where fast-food restaurants and convenience stores are more numerous than grocery stores and produce vendors<sup>1</sup>. For municipal leaders who want to lower health care costs and encourage healthy lifestyles, increasing residents' access to healthy food is key. And we can help.

Healthy food promotes healthy living, and helps win Colorado's fight against obesity. And, preventing and reducing obesity cuts down on lost productivity and health care costs, improves quality of life for residents, and attracts new businesses.

Joining the HEAL Cities & Towns Campaign is a win-win for everyone who calls your city or town home. We can provide valuable assistance in developing policies, resolutions or programs that improve residents' access to healthy food, including those listed below.

### ATTRACT HEALTHY FOOD OPTIONS

There are lots of ways for your town to attract more retailers of healthy foods.

- **Promote farmers' markets** – They create a destination, encourage neighbors to get to know one another, support local agriculture, and bring healthy food to your residents.
- **Encourage community gardens** – Produce becomes local and affordable when community gardens are in place, with the added bonus that residents take part in community-building and exercise.
- **Promote healthy food retail** – It can be a complex endeavor to attract grocery stores and produce markets. But with collaboration among community partners, you can attract healthy food retailers through tax breaks, grants and loans, land assembly, conditional use zoning, and more.
- **Prioritize health goals in redevelopment areas** – Redevelopment agencies can be a great partner to bring in retailers of healthy foods. When proposed development projects come up, they can include health goals, like access to healthy food, as a general policy or on a case-by-case basis.
- **Increase access for all residents** – Federal food assistance programs are critical to increasing low-income residents' access to healthy food. Civic leaders can work with local human services and farmers' markets to accept EBT, WIC, and Senior Farmers' Market Program vouchers.



## CITY OF CORTEZ

The City of Cortez has partnered with LiveWell Montezuma, Montezuma School to Farm and Cooking Matters to provide the low-cost program *Fantastic Food, Fitness, and Farm!*, a five-day camp for participants 6th through 12th grade. Chefs, provided by Cooking Matters, teach the participants how to prepare delicious food straight from a local farm. Montezuma School to Farm provides a local farm for the participants to tour and harvest for their upcoming culinary needs. They also educate the participants about where the food they eat comes from. Each morning when the participants arrive at camp, they spend the first hour with a recreation center trainer for a fitness routine that includes a variety of disciplines like Zumba, country line dancing, yoga and boot camp.



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<sup>1</sup> California Center for Public Health Advocacy, UCLA Center for Health Policy Research, Policy Link. 2008. *Designed for Disease: The Link Between Local Food Environments and Obesity and Diabetes.*





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## CITY OF GREELEY

The Greeley Farmer's Market is a bustling center of community activity that is well supported and staffed by the city itself. In order for low-income families to benefit from the fresh produce sold at the market, the City began accepting SNAP (Supplemental Nutrition Assistance Program, formerly food stamps) benefits in 2007. SNAP transactions doubled in the first three years, so city officials secured a grant to implement a Double Value Coupons (DVC) program – providing a “match” for SNAP clients for up to \$20 of fresh produce. In 2012, the DVC program drew 55 new SNAP participants to the market. With this success, the City plans to seek additional funding to expand the program.

## CITY OF WHEAT RIDGE

For over 25 years, the City of Wheat Ridge Forestry Section has partnered with Wheat Ridge community gardeners and the Wheat Ridge Men's Garden Club to establish and manage Happiness Gardens. Happiness Gardens is a community garden, managed by the city's own volunteers, that sits on a one-acre plot of publicly owned land. Gardeners rent one of 90 plots from the city at a rate of \$25 per plot per year. In return, the city provides tilled land, water, and some vegetable and flower plants. The garden also houses ten raised beds, accessible for gardeners of all physical abilities at no charge.

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## HEALTHY WORKPLACE

### Improve Your Employees' Health and City's Fiscal Health

**A** healthy, productive work force is a top priority for any business to succeed. That goes for cities and towns, too. By promoting healthy choices at work, municipal employers across Colorado can provide the access, opportunity, support and encouragement needed for workers to actively participate in improving their personal health, and thereby your city's fiscal health.

You see, obesity doesn't just impact our waistlines. It impacts our bottom lines. From increased health care costs to higher rates of employee absenteeism, obesity affects the well-being and prosperity of the companies and organizations that help drive our state's economy.

Supporting your employees with healthy workplace policies has a host of potential benefits:

- Increased productivity
- Fewer sick days
- Increased morale
- A positive impact on health care costs
- A positive impact on employee recruitment and retention

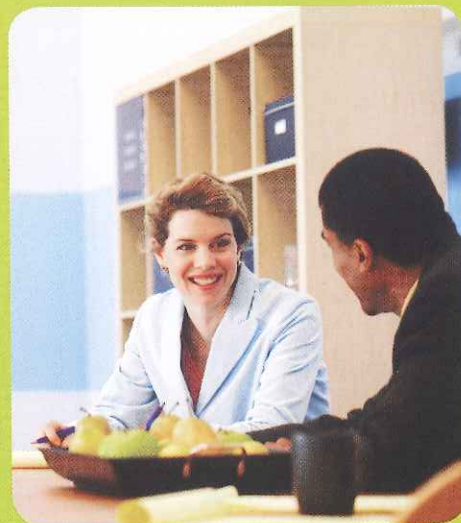
Joining the HEAL Cities & Towns Campaign may be the best move you ever make for the health of your employees and your bottom line. The Campaign can help you develop low or no-cost personnel and workplace policies that make a real impact. Here are four examples of healthy workplace initiatives with which we can help.

#### 1. EMPLOYEE WELLNESS POLICIES

Crafting a wellness policy makes it official. Your city outlines the specifics of your wellness program, the desired objectives and the means to achieve them. Your policy might involve creating a Wellness Committee, who assesses the nutrition and physical activity environment within your workplace, and surveys employees about their needs and interests. Policies might also cover healthy catering guidelines for work events, allowing space for fitness equipment or supporting flexible work schedules to allow participation in wellness activities.

#### 2. ACCESS TO HEALTHY FOOD & BEVERAGES

Setting healthy guidelines for vending machine food and beverages is a great opportunity for cities to create an environment that supports healthy choices. Foods consumed from vending machines, through concessions, and at other public food-service establishments are often high in calories, fat, sugar and salt. Making healthy food available at municipal buildings is one way to address obesity and overweight by enabling employees and visitors to eat a healthy diet.



#### CITY OF BRUSH

The City of Brush is leading by example. Immediately after joining the HEAL Cities & Towns Campaign, the City Council changed its snack policy for Council meetings. Instead of having sweets and sodas, the Council now serves fruit, cheese, nuts and water. It's simple changes like this that begin to change the way we all think about healthy eating.

**3:1 ROI**  
FOR EVERY \$1 DOLLAR SPENT  
BY EMPLOYERS IN WORKPLACE  
WELLNESS PROGRAMS, THERE  
WAS AN AVERAGE SAVINGS OF  
**MORE THAN \$3<sup>1</sup>**

<sup>1</sup> Baicker, Katherine, David Cutler, and Zirui Song. 2010. Workplace wellness programs can generate savings. Health Affairs 29(2): 304-311.



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